

Lesson 17.1 The Value of Selling

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. Selling is part of the promotion element of the marketing mix.
- F 2. Personal selling is most successful when communicating with a large group of people.
- T 3. If a company's product will not meet a customer's needs, the salesperson should not sell that product.
- F 4. An advertisement can provide more information than can be included in a sales presentation.
- T 5. An effective salesperson often meets with the customer several times before making the sale.
- T 6. A salesperson should inform the company when it is evident that the marketing mix does not satisfy customer needs.
- T 7. Successful salespeople have the qualities of good managers.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

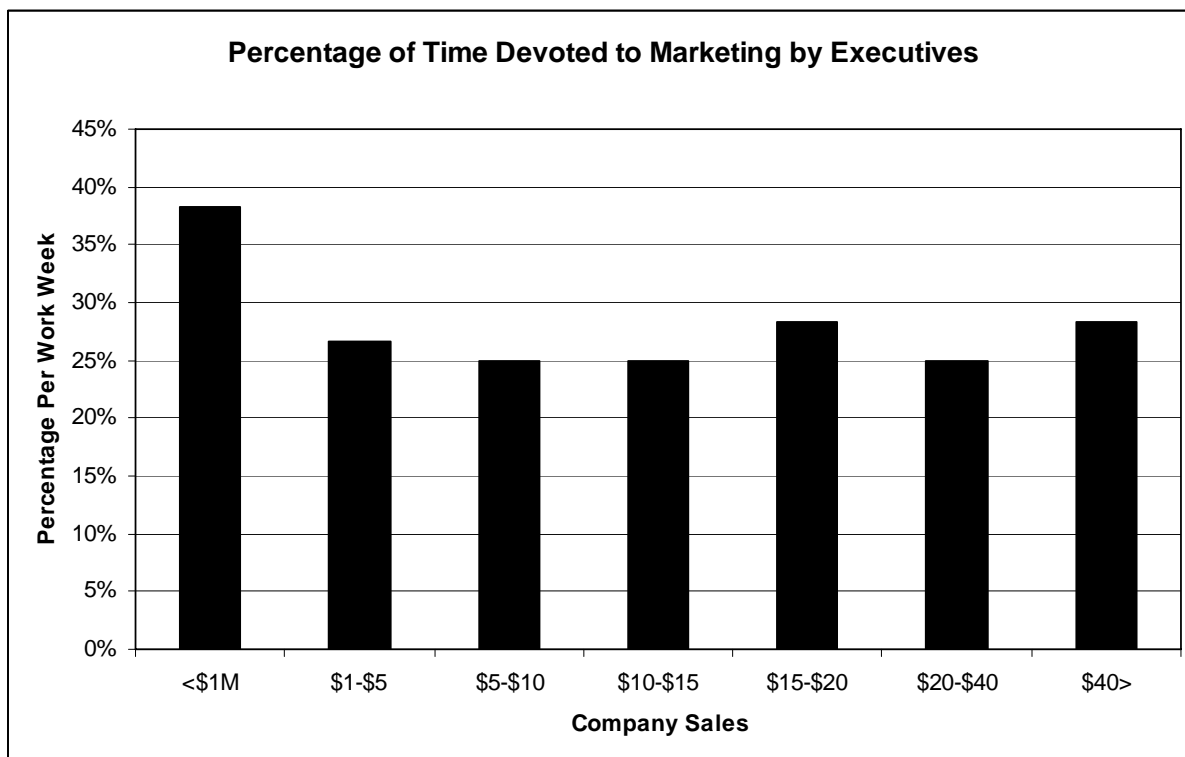
- C 8. The link between the customer and the business is
 - A. advertising
 - B. promotion
 - C. salespeople
 - D. profit
- C 9. A characteristic of products and customers that indicates the need for personal selling includes which of the following?
 - A. products that appeal to large numbers of people
 - B. products purchased frequently with limited need for decision making
 - C. customers who expect personal attention and help with decision making
 - D. all are correct
- D 10. Which of the following is *not* one of the areas of personal sales management?
 - A. self-management
 - B. customer management
 - C. information management
 - D. all are a part of personal sales management

Activity 1 • Selling Starts at the Top

Directions: A survey of CEOs in 664 fast-growing companies asked how many hours per week they devoted to sales and marketing based on a 60-hour work week. The following results were gathered.

Company Sales	Hours Per Week	Percentage Per Week
Less than \$1 million	23	38.3%
\$1 million–\$5 million	16	26.7%
\$5 million–\$10 million	15	25.0%
\$10 million–\$15 million	15	25.0%
\$15 million–\$20 million	17	28.3%
\$20 million–\$40 million	15	25.0%
More than \$40 million	17	28.3%

1. Complete the column in the chart that identifies the percentage of time spent on sales and marketing each week.
2. What is the average number of hours per week for all companies? 16.9 hours per week
3. What is the average percentage of hours for companies under \$15 million in sales? 28.8%
4. Draw a bar graph illustrating the percentage of hours spent on sales and marketing.



5. From this survey, what conclusions can you draw about the importance of sales and marketing to an organization? Since CEOs spend about one-quarter to one-third of their time on sales and marketing functions, these activities must be critical to an organization's success.

Lesson 17.2 Preparing for Effective Selling

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. Effective selling requires a great deal of preparation before the salesperson meets with a customer.
- T 2. Consumers contacted by salespeople may be upset if they are not expecting the call and are not interested in the products the salesperson is selling.
- F 3. A marketing-oriented company typically uses cold-calling as the most effective method to contact prospective customers in its target market.
- T 4. Qualifying involves gathering information to see which consumers are most likely to buy.
- F 5. It is not necessary to get a customer's full attention and interest until late in the sales presentation.
- F 6. Every customer experiences a different series of mental stages when making a decision to purchase.
- T 7. A benefit is the advantage provided to a customer as a result of a product feature.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- D 8. A qualified prospective customer should have
 - A. a need for the product
 - B. the resources to purchase the product
 - C. the authority to make a purchase decision
 - D. all of the above
- B 9. Salespeople can gather important information from advertisements, trade shows, and product manuals to understand
 - A. the customer decision-making process
 - B. products and services they sell
 - C. individual customer needs
 - D. all of the above
- D 10. When presenting information to customers about competitors' products and services, a salesperson should
 - A. present only general or obvious information
 - B. make negative comments
 - C. avoid any mention of competitors
 - D. carefully and accurately compare advantages and disadvantages

Activity 1 • Information Is Money

Directions: The right information can help a salesperson close a sale. Choose a product for which customers make a careful decision and usually purchase from a salesperson. Research each of the following categories of information related to that product that would help you make an effective sales presentation. Record the information you obtained in the space provided.

Answers will vary.

Product’s marketing mix: _____

Target market characteristics, needs, and decision-making process: _____

Competition: _____

Features/benefits and main selling points: _____

Lesson 17.3 The Selling Process and Sales Support

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. People who are skilled at selling are in high demand in business.
- T 2. During the preapproach, salespeople study target market information.
- T 3. The sales approach may be initiated either by the salesperson or the customer.
- F 4. The approach in retail selling is the same process as used by business-to-business salespeople.
- F 5. If a salesperson demonstrates a feature very well, there will be no need to describe the benefit of that feature to the customer.
- F 6. If a customer asks questions during a product demonstration, it is evidence the salesperson is not communicating effectively.
- T 7. Even though distribution of products occurs after the sale is made, salespeople still need to understand the distribution activities used to get the product to the customer.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- C 8. An inappropriate way to attempt to close a sale is to
 - A. offer the customer a choice
 - B. review an important benefit
 - C. suggest this may be the last item in stock
 - D. ask about the method of payment preferred by the customer
- A 9. Offering additional supports and services after the initial sale in order to increase customer satisfaction is known as
 - A. suggestion selling
 - B. follow-up
 - C. cold calling
 - D. sales support
- D 10. A benefit of follow-up with customers after a sale is
 - A. it provides another opportunity to reinforce the customer's decision
 - B. it determines if the customer has additional unsatisfied needs
 - C. it may lead to referrals of additional customers
 - D. all are benefits

Activity 1 • Features and Benefits

Directions: Customers are impressed by benefits rather than features. They want to know what the feature can do for them. For each feature described below, identify the benefit it provides for the customer.

Feature	Benefit
Anti-lock brakes on an automobile	<i>Provides safety when you brake quickly</i>
Automatic timer on a coffeemaker	<i>Saves time in the morning</i>
Flat-panel computer monitor	<i>Saves space on your desk</i>
Stainless steel components	<i>Require less maintenance</i>
Adjustable waistband on men's slacks	<i>Comfortable fit</i>
Brick exterior for a home	<i>Low maintenance</i>
Double-sided copying on a printer	<i>Saves paper and allows for professional printing</i>
Furniture fabrics available in a variety of colors	<i>Match a chosen décor</i>
Luggage with wheels and a collapsible handle	<i>Doesn't require you to carry a heavy suitcase</i>
Flexible neck on a work light	<i>Direct light where you need it when working</i>

Activity 2 • Job Search

Directions: Every week, businesses advertise for professional salespeople who will sell the company's products and services to other businesses. Use your most recent Sunday newspaper or one of the job sites on the Internet. Record the information in the chart below for two advertised business-to-business sales positions.

Title/Company	Job Description	Amount of Travel	Type of Compensation
<i>Answers will vary.</i>			